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Note: Behavior Today is not intended for public consumption. It is a personal communication between its Editors and interested professionals in the behavioral sciences. Unless you are vitally concerned with the flow of information and events in this field, you will find this letter--and the special, half-price Charter Subscription offer--of limited value.

Dear Colleague:

When new developments take place within--or among--the behavioral-science disciplines does your work require that you be among the first to know?

Do you need to be among the first to know, for example . . .

- ... who is working on what in psychology, sociology, anthropology and behavioral aspects of fields like political science, economics, government, business, education, law and communications?
- ... what shape the movement toward interdisciplinary, applied research is taking and what the new research centers will be like?
- ... where the grants are, not only from such government agencies as NIMH, NSF and the Office of Education but also from the foundations like Ford and Russell Sage.
- ... what behavioral scientists want in new laws on problems like crime, drugs and research funding--and whether Capitol Hill and state legislatures will give it to them?
- ... what's being done where behavioral news is being made: at campuses in Chicago and Berkeley, in research institutes like ISR and HumRRO, at group-training centers like Esalen and Kairos?

Would you like to know promptly and regularly--while the news is still fresh?

For most of us who are interested in the behavioral and human sciences, these questions are important. But what can we read to find fast answers? Or whom can we ask?

The sad fact is that no timely source of reliable news and information about our field has existed within the field. You might read every book, journal, paper, abstract and manuscript . . . attend every possible symposium . . . cram your head with convention gossip . . . and still miss out on developments which have important implications for you (or hear about them too late).

At least, no such source has existed up until now. But with the publication every week of Behavior Today, the void has been filled. And Charter Subscribers to this alive, new newsletter will be treated to a steady flow of hard, inside information about what is really happening in the behavioral sciences.

If it is important for you to know, you should be one of the first Charter Subscribers to Behavior Today. The term "Charter," by the way, is not merely honorific. As a Charter Subscriber, you pay \$10.00 for six months (26 issues). That's only half the Charter rate of \$20 for the year.

More on that later. First, let me tell you about Behavior Today, the newsletter of the behavioral sciences.

The idea for Behavior Today originated at Communications/Research/Machines Inc., publishers of Psychology Today magazine, and, through CRM Books, university-level texts in the behavioral sciences.

At CRM, we are probably as close as anyone to the flow of information in our field. But we've been increasingly aware that some of the most valuable information gets passed around mainly by word of mouth. Information is our business, yet we're often victimized by the incredible information gap that exists not only among the several behavioral and human sciences, but even within subdisciplines.

I'm reminded of the comment made to me recently by a newly minted Ph.D. on his way to one of the conventions: "I wouldn't bother, but it's the only way I know to keep in touch with what's happening. You know--who's who, who's working on what, where the jobs are, what's the latest on such-and-such."

It strikes us, too, that conventions aren't a very efficient, economical or dependable way to gather important information.

A newsletter seemed the logical solution--a way to communicate this information on a regular basis, between conventions, to psychologists, psychiatrists, sociologists, anthropologists, social workers and behavior-oriented people in political science, economics, government, business, etc.

So we created Behavior Today. The overview of the field we get from our vantage point helps a great deal -- but it's only part of it. Although Behavior Today relies to some extent on the vast information-gathering facilities of Psychology Today and CRM Books, it has developed its own sources and is written, edited and published separately. (As a reader, you will always be welcome to report to our editors on your own work which may be of interest to other readers.)

Every week, Behavior Today will bring you fresh news and insights about people, in situations, ideas, studies, research, writing, jobs, grants, problems, politics, opportunities, advancements, protest movements, splinter groups, ethics and morals, societal implications and radical criticism in the behavioral-science disciplines.

A great deal of what you'll read in Behavior Today will be exclusive, compiled from the original sources by Behavior Today correspondents and reporters. Unless you get this information via the word-of-mouth tieline, you probably won't get it at all if you don't read Behavior Today.

What's more, you'll read it first in Behavior Today, rather than hear it last. That's the beauty of Behavior Today's weekly publication frequency. You don't have to wait until the next convention to hear about significant new developments.

The newsletter format gives Behavior Today's editors and staff the flexibility they need to range far and wide . . . to investigate universities, the associations, the pressure groups . . . to investigate and report whatever is relevant, whether it's esoteric or exoteric.

Count on Behavior Today to name names, places and particulars. It spells out problems. It interprets, analyzes, forecasts . . . gives you the facts and perspective you need to further your own work and to make informed evaluations of the events that are shaping the behavioral sciences today. It even takes stands, but never, never with a partisan motive.

It is nobody's house organ, no organization's mouthpiece. Neither Establishment nor anti-Establishment, Behavior Today is so independent that even its parent company isn't immune.

Behavior Today's style is crisp, concise, acerbic. Articles may concern you or people you know, friends and foes alike. You may read about work that ties into yours while there's still time to swap insights. You may learn about research important for you that just happens to lie hidden across the line in another discipline.

You'll find alert, incisive coverage, under headings such as:

Washington's squeeze on grant and fellowship money.

George Albee's blast at the Nixon Administration.

A new explanation of student protest.

Psychologists write political primer for student campaign workers.

White House conferences on children and youth.

The attacks on intelligence testing.

The furore over the Obscenity Commission report.

Using behavior modification in the public schools.

Behavioral scientists as Congressional witnesses.

José Delgado links computer and chimpanzee.

A new theory of brain functions.

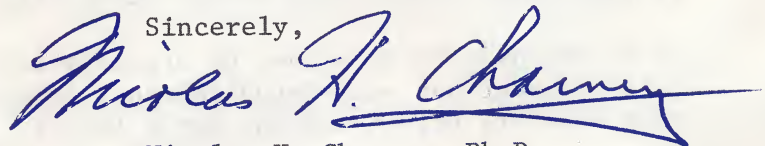
Do behavioral scientists need a lobby group?

Can you honestly afford not to know these facts and the inside stories behind topics such as these?

The best opportunity you'll ever have to keep in touch via this new tieline is right now. Your Charter Subscription rate for the year is \$20. But under the terms of this special introductory offer, you can get your first 26 issues (six months) of Behavior Today for just \$10.00.

Send no money now. Just initial and return the postage-paid reply card I've enclosed. We'll bill you after you receive your first issue.

Sincerely,

A handwritten signature in blue ink, reading "Nicolas H. Charney". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nicolas H. Charney, Ph.D.
Editor-in-Chief

NHC/nam

**Every
week,
Behavior Today
will bring
you
a view
of your field
like you've
never
had before.**

- Once every week—fifty-two times per year—*Behavior Today* will reach its subscribers.
- As a reader of this alive, new newsletter, you will have access to what's going on inside the disciplines and subdisciplines of the behavioral sciences like never before.
- Each edition of *Behavior Today* will tell you who is working on what in psychology, sociology and anthropology—besides the behavior-related areas of fields like political science, economics, government, law and communications.
- You will be able to tell—quickly and easily—what behavioral-sponsored legislation is up for consideration, and how it is likely to fare.
- You will have a direct tieline to where the action is inside the behavioral sciences—campuses like Harvard and the University of California, research institutes like HumRRO and ISR, group training centers like Esalen, Shalal, and Evergreen.
- What problem are you working on this week? It's possible a talented mind outside your field ("hidden across the line in another discipline") may be concerned about the same thing. With *Behavior Today* at your fingertips, you'll know and perhaps be able to consult before your efforts are duplicated.

For an introductory six-month subscription mail the coupon below (or the enclosed card) at once.

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editorial

Jumping Fences

Not many of you have got this far without suspecting that *Psychology Today* will give birth any time now to *Behavior Today*, a newsletter for social-science professionals. It will cover the hard news in sociology, anthropology, psychology and the behavior-oriented areas of political science and economics. (See pages 20 & 21.)

It is very hard not to think of these subject areas the way a *New York Times* man thinks of Moscow, Paris, Kuala Lumpur, Saigon and Washington. They seem like foreign lands. In fact, an anthropologist may be working on a problem very much like that being tackled by a sociologist on the same campus—and the two will never hear of each other's work. All the behavioral sciences are splintered by historical accidents—just when they are needed most and growing fastest. There is no behavior community because no community can function without communication.

Behavior Today will try to help create that community. You might say it will try to do 26 times a year what each of the disciplines now does once a year in its convention: provide an opportunity for swapping practical, important news about who is doing what and the obstacles he is running into.

While you probably have heard about *Behavior Today*, what you probably haven't heard is that it will be produced by Kenneth Goodall, who has impeccable credentials in one of the smallest and newest callings in the country—serious social-science journalism.

Ken comes to *Behavior Today* directly from the American Psychological Association where he has been building an information network—within the APA, between the APA and the public, and between psychologists and other behavioral scientists. He developed the APA's *Washington Report* into the psychologist's first reliable source of news on politics and public policy.

In fact, other behavioral scientists needed the same material. Edmund H. Volkart, Executive Director of the American Sociological Association cheered Ken on to the more demanding job of creating *Behavior Today*.

"Ken Goodall has been doing a fine job," Dr. Volkart told me, "We think so highly of his *Washington Report* that we have subscriptions for our major ASA officers to keep them informed on material that they simply cannot get otherwise."

Ken took a B.A. in comparative literature at Indiana University



Ken Goodall,
Behavior Today

and immediately began a journalistic career that took him through the Bloomington, Indiana *Herald-Telephone*, the *Miami News* and the *Washington Post* to the *New York Herald Tribune*, where he steered the national desk through the *Trib*'s final, exciting adventure in now journalism. From the *Tribune* he went to *Reporter* magazine where he was an associate editor before he joined the APA.

Ken doesn't talk much, and for many weeks he mostly listened while I talked on and on about the newsletter that we were going to develop. He agreed to help. Then slowly I began to realize that Ken was at least abreast of me in thinking about the need for communication in behavior and quite a bit ahead of me in putting thought onto paper.

It turned out that he had even drafted a prospectus:

"... But how to get the information flowing between the behavioral scientists, the psychologists, sociologists, anthropologists?

"... There are all kinds of communication gaps... what's happening in the reshuffle of the Office of Education... Who's doing it?... How and why?... Is Senator Mondale looking for expert testimony?... What avant-

garde research is being supported by the National Institute of Mental Health? NIH? The VA?... Why is the National Science Foundation having such trouble moving into the social sciences?... What project is Neal Miller working on right now? And Warren Bennis? What's being done to follow through on George Miller's inspired APA presidential address about giving psychology away?"

"The whole thrust of behavior is toward the interdisciplinary applied approach... lawyers and managers and educators and architects and city planners and legislators and physicians and many other professionals increasingly turn to the human sciences for problem-solving... whether the scientists are ready to solve the problems is a moot question... we'll never know the answer to that one until the scientists by the thousands wade in and start trying..."

You can see why I couldn't be more pleased that Ken has accepted our invitation to be managing editor of *Behavior Today*. He will also be a senior editor of *Psychology Today*, because *Behavior Today* is going to be quite a bit more than just a trouble-making younger brother to *Psychology Today*. Ken and his reporters are going to be out where it's happening—and when they know what's being done tomorrow, they're likely to be impatient at reading a solid but slightly dated article in *Psychology Today* about what was done last year, no matter how stylishly we have put it together.

Ken and *Behavior Today* will keep the heat on us to give you the best work coming out of the behavioral sciences. In short, they will keep us all honest.

T. George Harvie